



Gaithersburg, MD

Dashboard Summary of Findings

2015



NRC

National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Gaithersburg's performance in the eight facets of community livability with the "General" rating as a summary of results from the overarching questions not shown within any of the eight facets. The "Overall" represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Gaithersburg's community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

In general, across each pillar and within each facet, Gaithersburg's ratings tended to be similar when compared to other communities across the nation. The only exception was Education and Enrichment within Participation which was rated lower. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	2	49	1	1	33	0	1	29	6
General	0	6	1	1	2	0	0	4	0
Safety	0	3	0	0	4	0	0	3	0
Mobility	1	7	0	0	6	0	1	2	0
Natural Environment	0	3	0	0	4	0	0	3	0
Built Environment	0	5	0	0	4	0	0	1	1
Economy	0	8	0	0	1	0	0	3	0
Recreation and Wellness	1	6	0	0	3	0	0	4	1
Education and Enrichment	0	6	0	0	1	0	0	1	2
Community Engagement	0	5	0	0	8	0	0	8	2

Legend	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	71%	Customer service	↔	↔	73%	Recommend Gaithersburg	↔	↔	87%
	Overall quality of life	↔	↔	75%	Services provided by Gaithersburg	↔	↔	76%	Remain in Gaithersburg	↔	↔	78%
	Place to retire	↓	↓	47%	Services provided by the Federal Government	↔	↑	55%	Contacted Gaithersburg employees	↔	↔	38%
	Place to raise children	↔	↔	81%					Sense of community	↔	↔	56%
	Place to live	↔	↔	86%								
	Neighborhood	↔	↔	80%								
Safety	Overall image	↔	↔	66%								
	Overall feeling of safety	↔	↔	74%	Police	↔	↔	82%	Was NOT the victim of a crime	↔	↔	86%
	Safe in neighborhood	↔	↔	91%	Crime prevention	↔	↔	75%	Did NOT report a crime	↔	↔	80%
	Safe downtown/commercial area	↔	↔	83%	Emergency preparedness	↔	↔	66%	Stocked supplies for an emergency	↔	↔	40%
Mobility					Animal control	↔	↔	73%				
	Traffic flow	↓	↔	47%	Traffic enforcement	↓	↔	68%	Carpooled instead of driving alone	↔	↔	37%
	Travel by car	↔	↔	67%	Street repair	↓	↔	58%	Walked or biked instead of driving	↔	↔	51%
	Travel by bicycle	↔	↔	53%	Street cleaning	↔	↔	72%	Used public transportation instead of driving	↔	↑↑	53%
	Ease of walking	↔	↔	60%	Street lighting	↔	↔	71%				
	Travel by public transportation	↔	↑	59%	Snow removal	↓	↔	70%				
	Overall ease travel	↔	↔	80%	Sidewalk maintenance	↔	↔	68%				
	Public parking	↔	↔	66%								
Natural Environment	Paths and walking trails	↔	↔	62%								
	Overall natural environment	↔	↔	80%	Recycling	↔	↔	85%	Recycled at home	↔	↔	90%
	Air quality	↔	↔	72%	Yard waste pick-up	↔	↔	79%	Conserved water	↔	↔	78%
	Cleanliness	↔	↔	74%	Open space	↔	↔	61%	Made home more energy efficient	↔	↔	80%
Built Environment					Natural areas preservation	↔	↔	57%				
	New development in Gaithersburg	↔	↔	66%	Storm drainage	↔	↔	75%	NOT experiencing housing cost stress	↔	↓	55%
	Affordable quality housing	↔	↔	37%	Land use, planning and zoning	↔	↔	55%	Did NOT observe a code violation	↔	↔	63%
	Housing options	↔	↔	59%	Code enforcement	↔	↔	58%				
	Overall built environment	↔	↔	68%	Cable television	↔	↔	52%				
	Public places	↔	↔	67%								

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Citizen Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↔	65%	Economic development	↔	↔	61%	Economy will have positive impact on income	↑	↔	36%
	Shopping opportunities	↔	↔	68%					Purchased goods or services in Gaithersburg	↔	↔	95%
	Employment opportunities	↔	↔	47%					Work in Gaithersburg	↔	↔	37%
	Place to visit	↔	↔	51%								
	Cost of living	↔	↔	35%								
	Vibrant downtown/commercial area	↔	↔	48%								
	Place to work	↔	↔	71%								
Recreation and Wellness	Business and services	↔	↔	61%								
	Fitness opportunities	↔	↔	70%	City parks	↔	↔	81%	In very good to excellent health	↔	↔	65%
	Recreational opportunities	↔	↔	72%	Recreation centers	↓	↔	72%	Used Gaithersburg recreation centers	↓	↓	47%
	Health care	↔	↔	68%	Recreation programs	↔	↔	75%	Visited a City park	↔	↔	76%
	Food	↔	↔	70%					Ate 5 portions of fruits and vegetables	↔	↔	82%
	Mental health care	↔	↑	61%					Participated in moderate or vigorous physical activity	↔	↔	82%
	Health and wellness	↔	↔	77%								
Education and Enrichment	Preventive health services	↔	↔	70%								
	K-12 education	↔	↔	76%	Special events	↔	↔	70%	Used Gaithersburg public libraries	↔	↔	63%
	Cultural/arts/music activities	↔	↔	63%					Participated in religious or spiritual activities	↔	↓	38%
	Child care/preschool	↔	↔	65%					Attended a City-sponsored event	↓	↓	41%
	Religious or spiritual events and activities	↔	↔	73%								
	Adult education	↔	↔	75%								
	Overall education and enrichment	↔	↔	73%								
Community Engagement	Opportunities to participate in community matters	↔	↔	63%	Public information	↔	↔	67%	Voted in local elections	↓	↓	63%
	Opportunities to volunteer	↑	↔	68%	Overall direction	↔	↔	60%	Talked to or visited with neighbors	*	↔	82%
	Openness and acceptance	↔	↔	74%	Value of services for taxes paid	↔	↔	58%	Attended a local public meeting	↔	↔	16%
	Social events and activities	↑	↔	61%	Welcoming citizen involvement	↔	↔	56%	Watched a local public meeting	↓	↔	24%
	Neighborliness	↔	↔	55%	Confidence in City government	↔	↔	58%	Volunteered	↔	↓	27%
					Acting in the best interest of Gaithersburg	↔	↔	62%	Participated in a club	↔	↔	23%
					Being honest	↔	↔	65%	Campaigned for an issue, cause or candidate	↔	↔	18%
					Treating all residents fairly	↔	↔	65%	Contacted Gaithersburg elected officials	↔	↔	16%
									Read or watched local news	↔	↔	83%
									Done a favor for a neighbor	*	↔	75%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available